



Mission:

The *Independent Broadcasters Association* (IBA) is a 501 c 6 not-for-profit corporation chartered by the State of Minnesota. Our mission is to serve our members with opportunities that can enhance revenue and reduce operating cost as well as create opportunities members can participate in that otherwise may not be possible for them with the scale of the IBA membership.

Membership Services:

AdLarge Network - Opt in opportunity to participate in the AdLarge network. Members may opt in for 3, 6 or 9 units a day to be represented on a network basis by AdLarge for the benefit of the member. Any revenue generated from this opportunity are paid directly to the member station by AdLarge.

Discount Pricing – Members may elect to participate in special opportunities provided by vendors at a discount of vendor regular pricing.

Professional Development Educational Webinars – The IBA will provide on a frequent basis, at no cost to members, webinars hosted by the industries leaders in programming, sales, accounting, HR, Engineering, digital and other areas of interest to the members.

EEO – Support from the IBA FCC attorney on EEO matters.

FCC Legal Support – Attorney Gregg Skall and Telecommunications Law Professionals, Washington, DC, provides unlimited access for \$100 annually per station for Federal issues for IBA members. TLP stand ready to assist with “routine” legal, legislative and regulatory concerns. Should your questions/concerns require legal representation, both firms would advise you accordingly and you are free to consult with them or your own legal counsel.

Job Bank – The IBA acts as an employment clearinghouse for member stations seeking employees and for those seeking work in the broadcast field.

Legal Counsel – Attorney Gregg Skall and Telecommunications Law Professionals, Washington, DC, has been retained to provide legal counsel for the IBA.

Partnerships with Key Vendors – The IBA has established partnerships with several key vendors that may save members substantial costs. These include health care opportunities, business insurance and opportunities such as traffic and related business software.

IBA Radio Sales – In partnership with GenMedia. The opportunity provides for national spot representation for stations looking for independent representation.

Internal Syndication - The IBA is working to make available to members in a cost affordable way, syndication from members to members. The goal is help members free themselves from syndication that requires providing inventory to networks that compete against them for revenue.

Member Shared Services - The IBA is working to make available to members in a cost affordable way, help with production, imaging and other programming opportunities from members to members. The goal is for members to have a way of easily sharing talent with other members. A give and take system, with no out of pocket cost.

National Cash Contest – The IBA launched its first National Contest in Spring 2021 with 212 participating stations. This contest offers members at a very low investment of \$250 to participate in a \$40,000 prize pool, giving away \$1,000 daily to a random winner for 40 days (F-F basis). This pool will grow accordingly based on member participation. In the first contest, the average ROI for members was 14 times!

News & Weather Services – The IBA is working on opportunities for independent sources for news and weather, again, reducing member reliance of inventory heavy deals with large syndication networks.

Membership Pricing:

Commercial Radio: \$600/station annually. Fees will be prorated in first year of membership and billed annually each January. (see note 1 below for 2020-2021 pricing)

Vendors: \$250 per year

Low Power FM, or non-commercial: \$600/station annually. Fees will be prorated first year and billed annually each January.

- **Membership must be applied for online at www.iba.media**
- **All stations in a market cluster must be members (a single station of a cluster of 4 cannot join)**
- **Membership fees are paid by credit when joining at www.iba.media**
- **Renewals may be paid by check or credit card.**

Independent Broadcasters Association
16221 Harvard Lane
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651-387-2225
Ron Stone, President / CEO

Board Members:

- Deborah Barrera, CPA, CGMA, CFO, Radio United
- Kristin Cantrell, CEO, 7 Mountains Media & Cap City Communications
- Darrell Calton, CEO, Iliad Media
- Allen Dick, CEO, Dick Broadcasting
- Michael J. Flood, Owner, Flood Communications, LLC
- Kenneth Forte, President & GM, R & F Communications, Inc.
- Charles Johnson, GM, Northstar Broadcast
- Kimberly Martinez, VP/GM, All Pro Broadcasting
- Kelly Radandt, GM, Woodward Radio Group
- Tony Renda, CEO, Renda Broadcasting
- Tony Richards, CEO, Kensington Digital Media
- Ron Stone, President/CEO, Adams Radio Group
- Dr. Sandi Woodruff, Owner, Northwest Indy Radio

1/3 of Board seats are elected every December.

Board members cannot serve two consecutive terms except for the President / CEO

The President / CEO shall be elected every two years beginning 12/31/22

Note 1) The initial year of the IBA including pricing for members with Barter. That pricing, \$100 cash per station plus one spot daily M-F was due to covid 19. This pricing will not be available for renewals.